

University of North Carolina Wilmington

Educational Program Assessment Plan and Report
 Assessment Plan for 2013-14
 Cameron School of Business

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Degree: BS in Business Administration (BSBA)

BSBA Program Outcome: BSBA program goals were reviewed and developed. Six program goals previously identified were retained. These goals have been review by the AOL committee, Strategy committee, and full faculty vote.

| Program Outcome UNCW Strategic Goal | Tools | Implementation | Summary of Findings | Actions Taken |
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| <p>PO1: To improve academic advising.</p> | <p>A survey of students who visit the Student Services Office will be conducted to obtain feedback on the effectiveness and timeliness of the Student Service Office.</p> <p>EBI Survey has general feedback on advising services, but this information will be supplemented by the survey mentioned above.</p> | <p>Spring 2015</p> | <p>Appendix A AACSB EBI report based on graduating senior survey related to academic advising indicates a downward or flat trend in advising support to a rank of 25/52 institutions. Student Services determined they could support advising for students with a 2.3 gpa or below. (78 students)</p> | <p>The Student Services Office has taken over the advising of students with a 2.3 gpa or below. These students will stay with the Student Services Office until they obtain CSB Admission.</p> <p>Transfer advising will be increased to 5 sessions in the Summer to give more individualized attention to students.</p> <p>Approved the use of a new survey with automatic data accumulation.</p> <p>Continue the practice of training faculty advisors so accurate information is provided to student at advising sessions.</p> |

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| <p>PO2: To improve career advising and placement of graduates in their field/discipline.</p> <p>UNCW Goals 1 and 5</p> | <ul style="list-style-type: none"> • Cap and Gown survey (distributed at graduations) • Data analysis of internship activity • BUS 205/305 career-focused curriculum components | <p>Fall and Spring Semesters</p> | <p>-Data from May 2014 grads:</p> <ul style="list-style-type: none"> ○ 47% employment rate ○ \$62,410 avg. salary ○ \$48,250 median salary ○ 67% completed internship(s) ○ 23% completed more than one internship ○ 43% CEN Mentees ○ 14% grad school ○ Only 32% of all internships are for-credit: <p>-For credit internships: (7/1/2013-6/30/2014)</p> <p>128 Internships</p> <p>86 Employers</p> | <p>Enhanced resume process through revised template and earlier introduction in BUS 205</p> <p>-Collected employer information from Cap and Gown and Internship Database to be reviewed for future opportunities</p> <p>-Explore and expand on the existing ISOM Career Day for Fall 2015 by adding marketing and finance incorporating employer data</p> |
| <p>PO3: To expand strategic relationships with targeted organizations/business sectors.</p> <p>UNCW Goals 1, 5, and 7</p> | <ul style="list-style-type: none"> • Enhance employer relationships through on campus activities and offices, outreach activities, expanded communications, site visits, and utilization of alumni relations. | <p>Year round (Fall, Spring and Summer sessions)</p> | <p>- 34 employers and over 250 students participated in the ISOM Career Day</p> <p>-Minimal employer site visits and outreach activities based on previous activity</p> <p>-Minimal use of alumni relations and Career Center</p> | <p>- Explore and expand on the existing ISOM Career Day for Fall 2015 by adding marketing and finance incorporating employer data and expanded employer relations</p> <p>-Director. Of Work Practice visited regional, NC and NY employers to develop employer relations</p> |

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| | | | | <p>-Work specifically with Alumni Relations and the Career Center to develop targeted employer lists by region and promote events</p> <p>All concentrations now have in place advisory boards which give input and strengthen the relationship between the university and employers.</p> |
| <p>PO4: To improve scholarship.</p> <p>UNCW Goals 1, 2 and 5</p> | <p>Numbers and quality assessment of faculty scholarship. Commenced use of Google Scholar citation data as additional measure of quality.</p> | <p>Ongoing</p> | <p>The Faculty Growth and Development Committee conducted an assessment of peer and aspirant schools in determining if the CSB workload policy was relevant and the percentage breakdown of time spent on research/teaching/service. Google scholar citation totals indicated an active faculty performance this year.</p> | <p>The current workload policy is three publications in five years – analysis indicated this was an effective target –no changes made. The analysis indicated that the CSB research/teaching and service metric of 40/40/20 was appropriate.</p> |
| <p>PO5: To increase faculty participation abroad through collaborative international research, publications in international journals, teaching abroad, and grants.</p> | <p>Number and quality of faculty collaboration through research and exchange.</p> | <p>Ongoing</p> | <p>School of Business faculty members participated in 7 international confernces. 14 publications appeared in International Journals. Cameron School of B''usines faculty worked with 14 international coauthors this academic</p> | <p>Collaborative research activities are underway. A summary of research articles is being developed.</p> |

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| <p>UNCW Goals 1, 2, 4 and 5</p> | | | <p>year. Two foreign faculty spent time this academic year at UNCW.</p> | |
| <p>PO6: To increase CSB students participating in a significant international experience.</p> <p>UNCW Goals 1, 3, 4 and 5</p> | <p>Tracking data on students studying abroad. Survey conducted in BUS205 classes. High school visitations to “showcase” TABSA.</p> | <p>Ongoing</p> | <p>227 students did Study Abroad activities during the 2013-14 academic year. 131 students participated in summer study programs abroad in 2013-14 in 13 different countries. an additional 55 students went on semester and year-long study. 22 CSB TABSA students started the program.</p> | <p>Study abroad activities by School of Business students are at an all time high. We are continuing to strengthen existing relationships abroad and always looking for additional opportunities. Our country liasons are to be commended for their efforts to promote international travel and study opportunities.</p> |